ABSTRACT

The development of e - commerce is currently trigger prospective buyers more trusting reviews written by previous buyers . The positive reviews are likely to make prospective buyers will buy the goods , and otherwise if it is negative product reviews . But a lot of the reviews are growing today are no longer written by actual buyers . Review written is not actually called fake reviews / untruthful review that the spam category and author known spammers .

This research will be carried out detection of fake reviews on the approach of multiple feature classes using Naïve Bayes method . This study will use NLP and SentiwordNet lexicon and use a dictionary to assist the extraction of sentiment that has never been done before researchers to make a better result of system . Furthermore, this study will analyze whether the use of the tagger , dictionaries , and the election will affect the system features and feature classes what most affects the system .

The result is the use of the tagger and the dictionary will affect the system . The best results are obtained accuracy of 83.33 % . Election features will also affect the system . From the results obtained would be better if all the feature classes are used to the system . And most influential feature class is a class of personal features.

Keywords: fake review, untruthful review, opinion spam, Naïve Bayes